

To: "Manish Gupta" <manish@google.com> 181  
 From: "Matthew Liu" <matthewliu@google.com>  
 CC: bhavesh@google.com, "Rohit Dhawan" <rohit@google.com>, "Chris Beckmann" <beckmann@google.com>, "Shashi Seth" <shashis@google.com>, "Shiva Rajaraman" <shivar@google.com>, "Jeff Mayo (jmayo)" <jmayo@google.com>, "Alex Jakovleski" <ajakovleski@google.com>, "James Byrne" <jbyrne@google.com>, "Aaron Lee" <akylee@google.com>, "Erik Klein" <eklein@google.com>, hho@google.com, "Jill Huchital" <jah@google.com>, "Chao Cai" <ccai@google.com>, "Dmitriy Portnov" <dportnov@google.com>  
 BCC:  
 Sent Date: 2007-05-18 17:49:29 GMT  
 Subject: Re: Updated Targeting Methodology for YouTube Search:  
 PLEASE REVIEW

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Hi Chris, Manish,

Chris, you are correct. We do not need forecasting for custom keywords. Any ETA for advertiser reporting? Manish, yes, thanks for clarifying for everyone. Sorry if

On 5/18/07, Manish Gupta <manish@google.com> wrote:

>  
 > Looks great - just a couple of comments inline...  
 >  
 > On 5/18/07, Matthew Liu <matthewliu@google.com> wrote:  
 > > Hello all,  
 > >  
 > > Bhavesh, to begin, I'd like to introduce myself. We haven't met yet but  
 > I am  
 > > a PM on the YT side working on Search Monetization. We have been working  
 > > very closely with various folks on the video ads/GAM teams to figure out  
 > the  
 > > best way to monetize search. I was told today that you lead the GAM  
 > > engineering efforts and wanted to keep you in the loop as well.  
 > >  
 > > Today, a bunch of YT and Video Ads folks met to hammer out exactly how  
 > we  
 > > would allow targeting by both ad verticals and selected keywords through  
 > > GAM. We (Jill, Manish, Chao, Dmitriy, Jeff, Alex, Shiva, Aaron, and  
 > myself)  
 > > believe we have reached consensus on the desired implementation model  
 > and  
 > > want to bring this proposal to the larger group. In previous threads, we  
 > had  
 > > discussed several alternative implementations, but after much  
 > deliberation,  
 > > the following is what we agreed on. If there are any comments/questions,  
 > > please let us know.  
 > >  
 > > Finally, I have one question for Bhavesh, Rohit, and Chris. Regarding  
 > > reporting, what is in place for reporting back to the advertiser? I know  
 > > there is UI in GAM that reports data back to ad traffickers but is there  
 > an  
 > > output (XML? email? advertiser UI?) that shows campaign results to the  
 > > advertiser?  
 > >  
 > > Thank you all.

> >  
> > Matt  
> >  
> > Pre-processing  
> >  
> > 1. YouTube will take the search query and ping the CAT2 vertical server  
> to  
> > return an ad vertical ( e.g. 'nba' query maps to 'Sports/Basketball'  
> > vertical)  
>  
> Just to be clear - it is not the cat2 vertical server that gets pinged  
> here. It is a separate server farm which billy biggs has set up that  
> run his own servers (which use the same phil clusters and vertical  
> categorization as cat2 vertical server).  
>  
> > 2. YouTube will pass both the ad vertical and the query in the GAM tag  
>  
> YouTube will pass the text of the vertical and the keywords together  
> in the keywords parameter which will be used for backfill.  
>  
> This keyword parameter may or may not be (I am not sure here) the same  
> as the custom keyword parameter described below.  
>  
> > Targeting by Vertical  
> >  
> > 1. One ad slot will be created for each Google Ad Vertical - We will  
> look at  
> > the MOST expanded (granular) vertical so there are a 700+ new ad slots  
> that  
> > need to be created  
> > - Examples of ad verticals are Travel/Vacation Destinations/Australia  
> and  
> > Travel/Vacation Destinations/Hawaii  
> >  
> > 2. Ad slots will be grouped into placements. Placements will be grouped  
> into  
> > Ad products. YT Sales will sell ad products. In many cases, Ad Products  
> will  
> > be sold that are a combination of ad verticals  
> > - For example, YT will sell Travel to advertisers, which rolls up  
> > Travel/Vacation Destinations/Australia and Travel/Vacation  
> > Destinations/Hawaii, but YT will not sell each of these verticals  
> > individually  
> >  
> > 3. Likewise, traffickers will see Ad Products in the GAM UI, and not the  
> > individual Ad slots.  
> > - New Ad Products can be created at the leisure of the Ad Sales/Ops  
> teams by  
> > selecting new ad slots for these products. Because all granular  
> verticals  
> > are represented in the 700+ ad slots, engineering is not needed when the  
> > actual ad products that are sold change.  
> >  
> > 4. Forecasting will be done on the individual Ad Slots.  
> > - Even if YT is currently not selling Travel/Vacation  
> > Destinations/Australia, YT will create a GAM tag that shows the entire  
> > vertical.  
> > - GAM will log these impressions and do forecasting for all 700+ ad  
> slots  
> > (even if they are currently only being used as a rollup for a combined

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> Ad
> > Product)
> > - The rationale here is that as we see increased demand for individual
> ad
> > slots we can sell against them and create new ad products that only
> include
> > those individual ad slots. (e.g. begin selling against Travel/Vacation
> > Destinations/Australia)
> >
> > 5. Advertisers can target with custom criteria across these ad products:
> > gender, geo, time of day, sex
> >
> > Targeting by Keyword
> >
> > 1. In some instances, advertisers will ask to target against branded
> > keywords ( e.g. Ford or Coke)
> >
> > 2. Keywords will be stored in a custom attribute 'keyword'
> >
> > 3. New UI will be created that allows for free-form text entering by the
> > trafficker
> > - This also removes the need for engineering to ad keywords everytime a
> new
> > advertiser signs onboard
> > - This will require some development work and requirements and priority
> will
> > be coming soon from Shiva and myself
> >
> > 4. No forecasting is necessary
> >
> >
> >
> >
> >
> >
>
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